

Shoptalker

MAY 1962

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In the period since Parker employes received their last issue of Shoptalker, a great deal of thought has been given to methods which might improve it. Several ways were considered. Finally, it was resolved that Shoptalker should lead the way into a new, aural house organ.

This is a new kind of employe publication—one unique, as far as we know—among industrial magazines. It is unique because in addition to the usual printed stories and pictures, it carries as an integral part six minutes of on-the-spot sounds recorded right here at Parker Pen.

In the center of this trial issue you will find a thin, flexible long-playing record. It contains the sounds and voices of Parker Pen at work. To play the record, simply fold the front cover to the back and place the entire Shoptalker on the turntable of your phonograph. It can be played by manual operation or you can let the automatic controls set the needle down at the seven-inch size. The speed is 33 1/3.

What you will hear are such things as employe comments regarding the recent \$2 Pay Day, Daniel Parker giving a brief "State of the Company" message, John Mack explaining some of the reasons for Parker's introduction of the Arrow pen, and the current T-Ball Jotter radio commercial.

On page 2, you will find a questionnaire which seeks your comments on this new Shoptalker. We ask that you complete it and return it to the Public Relations Department at your convenience.

SHOPTALKER-IN-SOUND

Dick Johnson, former Janesville resident and now sportscaster on WISN Channel 12, in Milwaukee, provides the narration for this test issue of Shoptalker. On the record you will hear in order:

- . . . The sound of a Jotter ratchet assembly machine.
- . . . An IBM electronic computer.
- . . . An electric typewriter.
- . . . Olive Nelson, Cashier, counting \$2 bills for the special International Trade Pay Day.
- . . . Alice Hessenauer, Metals.
- . . . Bob Huschka, Metals.
- . . . Genevieve Joyce, Domestic Sales.
- . . . Norma Mallon, Tabulating.
- . . . Daniel Parker, President.
- . . . John Mack, Vice President & General Manager of the U. S. Division.
- . . . A 30-second T-Ball Jotter commercial.

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SHOPTALKER-IN-SOUND

QUESTIONNAIRE

Please answer the questions below, tear off and return this questionnaire to the Public Relations Department via inter-office mail or through your supervisor. It is not necessary to add your signature. Thank you.

Your Department _____ Sex: Male ___ Female ___

Age: 18-24 ___; 25-35 ___; 35-49 ___; 50-59 ___; 60 & over ___

I own a phonograph ____. I have access to a phonograph ____.

It (has) (does not have) 33 1/3 speed.

What do you think of _____ Shoptalker-In-Sound?

I like it very much ____.

I like it fairly well ____.

I don't care for it very much ____.

I don't like it ____.

What do you think of the quality of the record?

Better than expected ____.

About what I expected ____.

Poorer than expected ____.

How many times have you played the record? _____

Who, besides you, listened to it? _____

Wife/Husband only ____.

Wife/Husband & Children ____.

Friends ____.

Relatives ____.

Would you like to receive Shoptalker-In-Sound regularly? _____.

What suggestions would you offer for improving the publication?



ABOUT THE RECORD

The recorded section of Shoptalker is prepared by Eva-Tone, a division of American Evatype Corporation, Deerfield, Ill., which developed the process. On it you will find the same high quality of reproduction as on any standard high fidelity recording. Eva-Tone promises approximately the same life from this flexible record as from regular long-playing discs.

The record is pressed on highly resilient pure vinyl sheets. It weighs no more than one-fifth of an ounce. Hi-Fi enthusiasts will appreciate its cycle range from 40 to 15,000.

When listening to and reading this issue of Shoptalker, bear in mind that it is a trial copy. Improvements will certainly come if you like the publication.

STATE OF THE COMPANY

On record, Daniel Parker outlines the challenges of the present and future which the company faces. Additionally, he acknowledges success of the recent past.

Among these successes are the T-Ball Jotter and the Parker 45 Convertible pen. The Jotter, at \$1.98, is today's fastest selling ballpen priced above 50 cents. It out-sells all other ball-points both in numerical count and dollar sales. The 45, too, has gained a substantial share of the total fountain pen market, due in great measure from its unique feature, convertibility.

The annual report, mailed to shareholders recently, revealed these figures on the results of fiscal 1962:

	1962	1961
Net Sales	\$42,457,600	\$40,482,812
Earnings before Taxes	3,172,279	2,643,569
Provision for Taxes	1,690,571	1,507,866
Net Earnings	1,481,708	1,135,703
Net Earnings per Share	1.62	1.24
Dividends	914,400	915,500
Dividends per Share	1.00	1.00
Book Value per Share	27.13	26.51
Number of Shares Outstanding	914,400	914,400



TWO DOLLAR PAY DAY



Ray Davenport is shown accepting his envelope cramed with \$2 bills on Two Dollar Pay Day. Jack Biddick, Credit Manager, assisted in distributing the \$100,000 disbursed on that day. Looking on are Penette Donna Johnson (in costume) and Foreman August Weber.



Parker's Penettes joined University of Wisconsin foreign students in this display of native costumes from many lands. The students came to Janesville to add international flavor to the events of Two Dollar Pay Day.

ARROW IN THE YOUTH MARKET

When listening to the record, you'll hear John Mack discussing some of the reasons for the introduction of the \$3.95 Parker Arrow cartridge pen.

The Arrow is aimed directly at the 22,000,000 young people in high school and college who are at an age when they form lifetime likes and dislikes. The price of the Arrow, coupled with values like a 14-karat replaceable point and cartridge convenience, is designed to attract them to Parker products.

These high school and college students represent an astounding market. They have \$12 billion to spend annually on personal needs and desires. And, as Mr. Mack states on the record, they purchase more writing instruments than any other single group in the U. S.

Arrow advertising will be run in scholastic magazines and in college newspapers, publications with high readership among students.





Click to play

